

The Accommodation Program means business.



Because it's good business to accommodate both non-smokers and smokers alike. And that's just what The Accommodation Program can help you do.

The program provides a host of valuable resources—free of charge. A comprehensive Source Book delivers easy-to-use information on customer service, designating separate sections, facility renovations and more.



A professional video and customer service tip cards help make your staff job easier.



Tasteful signage shows your customers that you've considered their convenience and comfort.



No wonder more than 25,000 establishments from hotels and restaurants to bowling centers participate in The Accommodation Program. To participate in this FREE program call 1-800-928-1414.



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WELCOME TO HOUSTON!



It is fitting that Houston, a city that exemplifies the entrepreneurial spirit, serves as the host for this year's Expo. I have spent the last year touting the entrepreneurial opportunities that this industry still offers Americans with a dream to own their own business.

Most industries preach rapid advancement and success; the foodservice industry puts that philosophy into practice. Four out of every 10 restaurant operators found their first paid job in the foodservice business. We are still an industry of opportunity.

In order to take advantage of the opportunities foodservice has to offer, we must use events such as the Southwest Foodservice Expo to explore and educate ourselves on innovations that cause our industry to evolve every day.

As you walk the aisles of this year's Expo, take a moment to reflect on our great industry. Be proud of the part you play in making this industry great. Be equally proud of the Association that leads efforts to protect this business and produce an Expo of this caliber.

In addition, be sure to take full advantage of your visit—attend the numerous seminars that will further your business goals and improve your bottom line...ask participating vendors about new cutting-edge products...and have fun.

Thanks for being part of the 1996 Southwest Foodservice Expo.

Bob Barnes
1995-96 President
Texas Restaurant Association

Come visit us at booth #1127
to order your free materials.